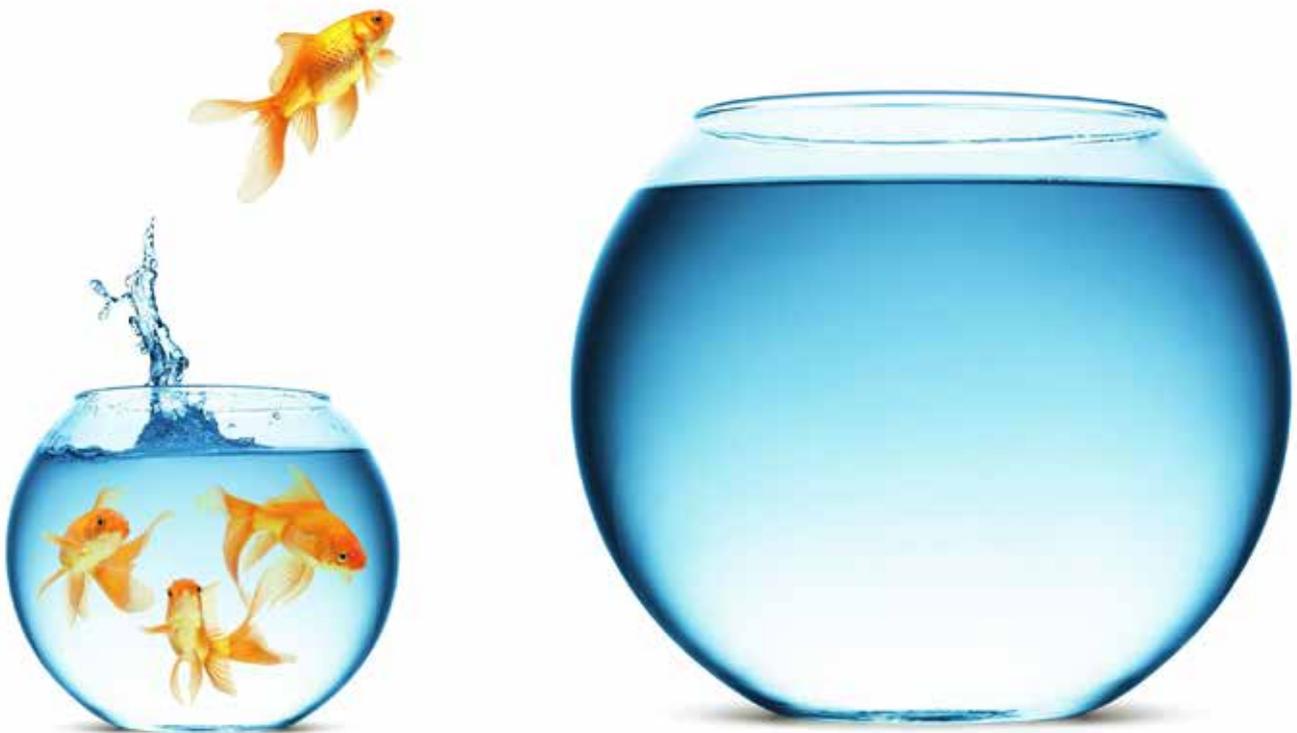


# KLEINSON CAREER PIPELINE

Building leadership from within



Maybe you started teaching as a way to explore the world and you simply fell in love with it, or perhaps you started as a way to land on your feet in Spain and move on to other things. Whatever your reasons may be, you have arrived at Kleinson and, at Kleinson, we believe in building leadership from within. More than recruiting teachers, we want to create lifelong partners in education, training and business.

With that in mind we've developed the Kleinson Career Pipeline – a system designed to help you move up in your career reaching higher and more exciting positions along the way. This means that, although in Kleinson you may start as a teacher, in time you'll have the opportunity to become one of our Seminar Trainers, Content Writers or App developers.

# Requirements for working with Kleinson

- Initial Training + follow up exam
- 2 extra trainings/year
- 3 Face to Face self- evaluations each year
- Attend any required meetings throughout the year
- Complete your attendance on a weekly basis and finalize your attendance and payment on the last working day of the month
- Complete a start and end of year level evaluation for all new groups and students (regardless of start date).
- Complete necessary academic evaluations

NOTE: The price of classes ultimately depends on the price the client sets per hour. All changes in salary will be dependent on the client's final price, however, we will always push to maintain the prices outlined above.



## BRONZE CONSULTANT

- Learn the ropes
- Complete administrative and academic tasks on time
- Be proactive, dedicated and decisive
- Show interest, participate, interact

## SILVER CONSULTANT

- Master administrative and academic tasks
- Show commitment through engagement with Kleinson
- Propose ideas
- Promote activities
- Take personal responsibility for the growth of Kleinson

## GOLD CONSULTANT

Short-term office work

Sales representative

Level tester

Intern seminar trainer

Content creator

Residential/  
Intensives Teacher

Internal Auditor

Web/graphic design

Implant

Seminar trainer

Teacher trainer

Workshop leader

# WHAT IS THE KLEINSON CAREER PIPELINE?

The Kleinson Career Pipeline has 3 basic levels: **Bronze, Silver and Gold**. As you move higher through the pipeline, you will go from one level to the other, which will lead to:

- » Access to new job positions and additional income: At each level, you will have access to different career opportunities that are paid apart from classes, so moving through the pipeline may not increase your hourly rate, but it will increase your salary.
- » A raise on your hourly rate in the first step: All bronze consultants start with the same pay rate. Once they move to Silver, they receive a 1€/hr pay increase. All subsequent increases depend on length of time at Kleinson and performance.

## How does it work?

How fast you move up through the consulting levels is entirely up to you. It will be your hard work and ambition what will get you moving through the Kleinson career pipeline.

But by hard work we don't mean "more hours". You'll see below that time spent at Kleinson is not a key factor in moving through the pipeline. Rather than that, what we really care for is your work values: your work ethic, your problem solving abilities, how you handle the day to day and administrative tasks of teaching and your relationship building skills.

Why do we focus on these things and not what seems like the obvious – teaching? Because for us that is a given. It is a given that if you work and continue to work with Kleinson you are a great teacher. A great teacher, however, may not be suitable for or interested in a position as a content creator or internal auditor. This pipeline is here, then, to see where you shine and what path in the pipeline is best for you.

That is why at each level, you will have access to different parts of the career pipeline\*. As your consultant level increases, so do your opportunities.

*\*Full descriptions of the different career opportunities are given at the end.*



# Bronze consultant

Every teacher starts their Kleinson career as a Bronze level consultant, regardless of their background and experience. To qualify as a Bronze consultant you will have to have met the following requirements:

## DAY TO DAY TASKS

### 1 Learned the ropes at Kleinson

- A. Learned the functions of the online tool and how it applies to you
- B. Kept open, clear and respectful communication with Kleinson staff
- C. Familiarized yourself with our procedures and learned them by heart within the year. This includes things that you may only be doing once or twice a year.

### 2 Completed all administrative tasks on time and correctly

- A. Completed online attendance on a weekly basis:
  - Completed the attendance correctly
  - Immediately reported any issues that may have prevented you from completing attendance correctly (within a day or two of the occurrence). Example issues are: a day missing on the calendar, a student missing, an additional student listed, etc.
- B. Approved your monthly hours online the last working day of the month. You will have done this on a consistent basis.
- C. Completed all academic evaluations
  - You will have completed these evaluations by or before the deadline and according to the guidelines given
- D. Completed all level tests at the start and end of the year/course:
  - You will have used the CEF guidelines provided to ensure a more streamline evaluating system
  - You will have completed these evaluations by or before the deadline and according to the guidelines given

## ACADEMIC TASKS

- 1 Attended all academic training sessions within the timeframe listed
- 2 Learned our methodology, always used it in the classroom and have been honest with us if you are/were having difficulty or do/did not understand something about it
- 3 Received above average feedback (minimum of 4.0)
- 4 Done monthly reviews of materials and students goals

## LONG TERM & ATTITUDE

- 1 Been independent in your problem solving and taken responsibility for all aspects of the position (students contact you directly for cancellations and make-ups, for example)
- 2 Created a connection with Kleinson, initiating communication not only when issues arise, but also to acquaint yourself better with our process, how the office works and how you can add to the quality of classes and life at Kleinson
- 3 Been actively learning and incorporating the core values into the Kleinson part of your life
- 4 Suggested solutions to any situations that come up
- 5 Demonstrated interest and intent to know Kleinson, its staff and other consultants
- 6 Shown interest in being part of Kleinson's future
- 7 Interacted with Kleinson regularly; reached out to the team
- 8 Done more than the bare minimum to communicate and connect with Kleinson

## BRONZE CAREER OPPORTUNITIES

- » [Short term office work](#)
- » [Sales representative](#)

## HOW TO MOVE UP TO THE SILVER LEVEL

To move up to a silver level consultant, you will have demonstrated that you have consistently, accurately and professionally completed all administrative and academic tasks, while showing commitment through engagement with Kleinson. A participative and proactive attitude is a key quality as well. As a bronze consultant you would keep with the day to day, academic and long term objectives of a bronze consultant, but you'll be taking it to the next level, because at this point all the bronze level work will be a habit for you.

Moving from Bronze to Silver may take 6 months to a year or even longer. Generally most consultants make the move in one year, but the length of time depends completely on you.

# Silver consultant

- A. Takes an active role in the improvement of the Kleinson community through suggestions and ideas for improvement
- B. Knows what issues they can solve independently and what issues they need the support of Kleinson for (online tool, make up classes, issues with clients, etc)
- C. Initiates meetings and conversations to prevent issues or provide suggestions– not waiting for Kleinson to contact them and not only contacting Kleinson for problems
- D. Proposes ideas for improvement with tact and respect and includes the basics of how they see their vision working
- E. Proposes doable ideas for improving their experience and that of their fellow teachers with Kleinson and clients
- F. Analyzes and realizes their part in any situations that come up and suggests how to avoid that situation in the future
- G. Promotes Kleinson to potential clients and/or works to get Kleinson more clients (see Sales Rep for more details)
- H. Works by Kleinson core values
- I. Participates in workshops and the online forum

## SILVER CAREER OPPORTUNITIES

- » Short term office work
- » Sales representative
- » Level tester
- » Intern Seminar Trainer
- » Content creator
- » Considered for: block hours, intensives and residentials
- » Internal Auditor

## HOW TO MOVE UP TO THE GOLD LEVEL:

Like the Silver level consultant, a Gold level consultant continues their great base work they started at the Bronze level, they also continue with what they did in Silver level, but now they take it yet one step further by making themselves a part of Kleinson. Your actions are no longer only those of academic staff but of office staff as well. At this level you no longer give us suggestions for improvement, you implement them and present us with the idea; you approach us with strategies to reach out to clients because you are so invested in Kleinson that you want to take personal responsibility for the growth of Kleinson, knowing that with that your career and income will grow as well. Your level of commitment overpasses any hesitation you may have of approaching us with new ideas and opening new career paths.



# Gold consultant

- A. Creates improvement plans that benefit the lives of those at Kleinson, for example, mapping out a more teacher friendly online tool
- B. Takes initiative and creates systems that could improve the Kleinson classroom or office experience. For example, creating and sharing a system for sharing materials
- C. Leads teacher workshops and forum discussions
- D. Develops projects with Kleinson

## GOLD CAREER OPPORTUNITIES

- » Short term office work
- » Sales representative
- » Level tester
- » Seminar Trainer
- » Content creator
- » First choice for: implants, block hours, intensives and residentials
- » First choice for new opportunities and collaborations
- » Workshop leader
- » Personal project leader with Kleinson: launch Kleinson abroad, collaborate with Kleinson on your business project, etc.
- » Kleinson Teacher Trainer
- » App & web design



# Career Opportunities

**IMPLANT:** An implant is essentially a full time teacher for one client. You work at their offices and are responsible for organizing the training plan of all students involved in their language training program. This post requires a high level of professionalism, organization, business background and most importantly, trust. As an implant you are a full time Kleinson representative at the client's offices. When they think of Kleinson they will be thinking of you. In addition to this, the client may offer you jobs apart from the implant such as translations, outside teaching and organizing trainings in their partner companies. As a Kleinson implant we trust you to instruct the client to speak to us directly about these opportunities. These opportunities are offered to Gold consultants first.

**RESIDENTIAL/INTENSIVE TEACHER:** Every now and then we receive a request for a 40-50 hour intensive or residential. This opportunity is awarded to consultants who have shown great results in evaluations, who are well organized and show consistency in completing all admin correctly and on time. Like implants, these opportunities are offered to Gold consultants first.

**SEMINAR TRAINER:** A seminar trainer may give short 2 hour (free to clients and open to silver level trainers), promotional seminars or they may give longer 4-8 hour seminars (paid by clients and open to gold level trainers). Usually the process is that you start as a 2 hour seminar provider then move on to longer seminars. This is a great opportunity for teachers who want to take their teaching to the next level and give a boost to their CV.

**ISO INTERNAL AUDITOR:** To comply with the requirements of the International Organization for Standardization (ISO) with an end goal of improving our process and procedures, leading to an improvement in service (both to clients and teachers), Kleinson conducts two internal audits a year. As our office staff is so tightly intertwined in terms of processes and procedures, it's necessary to train and work with other internal auditors, such as our teachers and interns. To date we have 5 internal auditors who are part of the non-office staff. An ideal internal auditor has many things in common with the ideal teacher: confidence; great articulation; objective, logical and enquiring; tactful; firm but friendly; strong analytical skills and committed to gaining professional qualifications and ongoing self-development. All these skills become evident in the teacher's communication with the office, their organization in finishing paperwork, their initiative in suggesting improvements, etc.

**SALES REPRESENTATIVE:** A sales representation promotes Kleinson to potential clients. These can be current students, private or other, contacts from other groups and so on. A sales representative simply has to act as an ambassador and put us in contact with a company interested in what we offer. This can be by setting up a meeting for us, or simply passing us a contact name and number/email address. We don't expect you to be a professional sales person. In fact, the more natural you are the better. Once we are in touch with the potential client, we do the rest. If we are able to get the client, you receive 50% of the profits for that client for the first 6 months of us working with them – all for simply putting us in touch with them.

**LEVEL TESTER:** Some clients ask to do an oral level test before starting classes, to supplement the written level test that we do from the office. This can be by phone or face to face. Many times we contract teachers for this work. We provide the oral level test and instructions. To be a level tester you will have to have previous experience level testing or at least one year experience teaching.

**BASIC OFFICE WORK:** From time to time we need help with administrative tasks in the office. For this we always call on teachers first to fill in the dead hours between classes. Many of these tasks are done in the summer and are a great way to fill in empty hours.

**CONTENT WRITERS FOR BOOKS AND OTHER MATERIALS:** Since 2008 we have been creating our own materials. In 2012 we started with the Living Business series, a business English series. For all content we always look to our consultants first. Content writers are selected for their general creativity but more importantly for their proven ability to quickly and calmly solve problems, their ability to stick to deadlines and to work in a group. Content writers for Kleinson have a strong say in what topics to include in materials, as well as the layout of the materials and all other aspects of the creation process.

**WEB/GRAPHIC DESIGN AND ONLINE SYSTEM APPLICATION DEVELOPERS:** Kleinson is constantly growing and improving. In the past few years we have seen a great increase in shifting processes to online platforms and also a great increase in communicating with clients and collaborators via email. This means a jump in the need for electronic resources to get work done. This year alone we have worked with designers in Argentina, India, Canada and Spain on various projects. If you are already in the web or graphic design world, let us know and see how we can work together. If you're just learning the ropes and want to test things out with us, we're open to that as well.

We know what we are,  
but not what we may be.

~ William Shakespeare

